Social Media Planning

Activity 2 - Social Media Business Requirements Plan

Introduction to Plan:

Name of the company	
Company Profile: • What does the company do and what products/services does it provide? • How many people work for the company and what are their job roles? • How does the company deliver its product or service to customers? • Where do they send their products or provide their services – local, national, international?	
Project Team: Who will plan and create the social media campaign? Name the person in the company who you are liaising with, and you as the social media developer.	
Purpose of Social Media Campaign: What does the company want to achieve? What will they want to promote?	
Type of Content (Posts): What type of posts does the client want? What do they want to promote? Provide examples of the content that will be included and say why (link the choice of content to the target audience). Will you use videos? Humour? Images? Type of textual content? Describe the type of posts in detail and say why (in terms of target audience and engagement)	
Target audience: Who are the customers (or potential customers). Discuss in terms of age, gender, location, interests, income	

and or education. Be clear about why that target audience. Also include information about the social media platforms they use and when they are generally online (use survey results)	

Chosen social media sites: Identify two or three social media sites to be used, based on the product or service and the target audience. Give reasons for your choices.	
Targets and measuring success: How will success be measured? This will be in terms of number of 'likes' received, number of times content is shared, number of followers, or number of new customers achieved etc. Be specific (but realistic) about the numbers.	
Timescales*:* • Over what timescale will the campaign be run (give dates)? • What times of the day will the posts be published (you will need to research this in terms of the chosen social media platform and audience profile)?	
Developing an Online Community: List and describe the strategies you will use to increase the reach of the campaign – to get a wider audience viewing posts. Say why you will use these methods.	
Reviewing and Refining the Campaign: When will you review the social media plans before starting, and at what points will you review the campaign once it is up and running? How will you review and who with?	